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NEWS UPDATE NEWS UPDATE NEWS UPDATE

Downtown Las Vegas Gains New Portal Website

Downtown.vegas is a new website created by the city's Economic and Urban Development Department; it is designed to be a digital portal for downtown-centric details.

What viewers may notice first is that it is not a .com website but ends with **.vegas**. In fact, it is one of the first websites to use the brand new, top-level domain (TLD), .vegas. Las Vegas is among only a handful of worldwide destinations to be awarded a city-specific TLD, as well as only one of four cities in the U.S. to have that distinction. The site was designed by the local digital firm, **AdLava**.

The website includes event listings and links, fun facts and myth busters, links to business resources and incentive programs, information on housing and more. The new site does not replace the city's existing websites, including its official government site (lasvegasnevada.gov) or the site of the Las Vegas Redevelopment Agency (lvrrda.org). Rather, it's a new addition to the city's online presence, designed to reflect growing local and national interest.

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App Details Downtown Parking Availability



Real time availability of downtown parking spots is now conveniently accessible for free for both iPhone and Android users through the new **ParkMe** app.

The app shows available metered spaces downtown using color coding: **green** when parking is available, **orange** when parking may be available and **red** when parking is unavailable. The app utilizes data from the city's parking meters and an algorithm to determine where open spaces are most likely to be.

In addition, the app displays all of the off-street parking lots and garages and provides parking fee information.

The city's parking division can be contacted at 702.229.4700 or at lasvegasnevada.gov/parking.

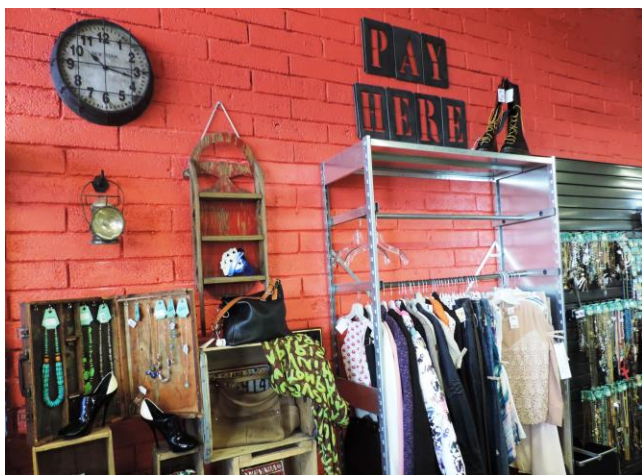


New Draw for College Students Comes Downtown

After more than 20 years in business at the intersection of Flamingo Road and Maryland Parkway near the University of Nevada, Las Vegas, Buffalo Exchange has made downtown's **18b, The Las Vegas Arts District** its new home. Popular with college-age students,

continued...

Buffalo Exchange Comes Downtown, continued...



Buffalo Exchange photo by June Johns

Buffalo Exchange is a retail enterprise specializing in buying, selling and trading vintage and used clothing. They position their stores in up-and-coming areas around the country.

The company has been in business for over four decades and has 46 stores around the country in such places as New York City, Boston, Washington D.C., Atlanta, Chicago, San Francisco and Los Angeles.

Buffalo Exchange's new Las Vegas location is at 1209 Main St. in a 5,000-square-foot space in the downtown area.

In addition to Buffalo Exchange, Metroplex Realty and its broker Paul Murad are working with the owners of several nearby buildings to bring more national and regional tenants to this area.



We chose to relocate from the suburbs to downtown for several reasons. Our brand image and that of downtown's mesh perfectly. The new downtown Las Vegas reflects a more hip, startup, social media-style image. Additionally, downtown's emerging technology corridor, anchored by Zappos, is an environment that enhances our ability to recruit the types of technical skill sets required for our continued growth and success.



Ramesh Srinivasan
senior vice president &
chief marketing officer
SocialWellth



SocialWellth photo by June Johns

New Downtown Portal Website Debuts, continued...

With the main navigational bar divided into "Work," "Live," and "Play," **downtown.vegas** makes it easy for users to find the information they need. From a Downtown Visitors Guide to a photo history and sample itineraries, the website offers a wealth of information for anyone visiting downtown Las Vegas.

The site also includes information for current residents, as well as those new to the city, on housing options and opening a business downtown.

Simultaneous to the development of the new website, the popular monthly e-newsletter, **Noteworthy**, which

is also sponsored by the city's Economic and Urban Development Department, got a makeover with a new look and name.

Noteworthy became **Downtown News of Note** and was expanded to include even more news about the area. With regular features such as *Urban Enthusiasts*, *Just for Fun* and *New to the Neighborhood*, subscribers will get the latest information on the people and places shaping downtown. **To subscribe to this newsletter, simply visit the homepage of www.downtown.vegas.**